(2)   a financial datum;

(3)   an income datum;

(4)   a [taste] preference <u>profile</u> datum; and

(5)   an interest datum;

[(b)]   the step of receiving <u>at least</u> one [or more] control [signals] <u>signal</u> in said [broadcast or cablecast] <u>received information</u> transmission;

[(c)]   the step of detecting the presence of said <u>at least</u> one [or more] control [signals] <u>signal</u> in said [broadcast or cablecast] <u>received information</u> transmission;

[(d)]   the step of passing said detected <u>at least</u> one [or more] control [signals] <u>signal</u> to said computer;

[(e)]   the step of generating a financial analysis by processing said stored subscriber datum in response to <u>at least</u> one [or more] of said detected and passed control [signals] <u>signal</u>; and

[(f)]   the step of outputting [some] <u>at least a portion</u> of said financial analysis to a subscriber.

3.   (Amended)   A method of controlling a plurality of receiver stations, each <u>of said plurality of receiver stations</u> [of which] includes a television receiver, a signal detector, a processor, [and with] <u>wherein</u> each said receiver station <u>is</u> adapted to detect the presence of <u>at least</u> one [or more] control [signals] <u>signal</u> and programmed to process downloadable [executable] code, said method of controlling comprising the steps of:

[(1)]   receiving at [a] <u>an origination</u> transmitter station [some] downloadable [executable] <u>code</u> [which is] effective at [a] <u>at least one of said plurality of</u> receiver [station] <u>stations</u> to generate a user specific financial analysis, said downloadable [executable] code having at each of said plurality of receiver stations a target processor to process data;

[(2)] transferring said downloadable [executable] code from said <u>origination</u> transmitter station to [a] <u>an origination station</u> transmitter;

[(3)] receiving <u>said at least</u> one [or more] control [signals] <u>signal</u> at said <u>origination</u> transmitter station, said <u>at least</u> one [or more] control [signals] <u>signal</u> [operate] <u>operates</u> to execute said downloadable [executable] code <u>at said at least one of said plurality of receiver stations</u>; and

[(4)] transferring said <u>at least</u> one [or more] control [signals] <u>signal</u> from said <u>origination</u> transmitter station to said <u>origination station</u> transmitter, and transmitting an information transmission comprising [the] <u>said</u> downloadable [executable] code and said at least one [or more] control [signals] <u>signal to said at least one of said plurality of receiver stations</u>.

4.   (Amended)   The method of claim 3, wherein <u>one of</u> said downloadable [executable] code [or] <u>and</u> [some] identification data in respect of said downloadable [executable] code are embedded in a television signal.

5.   (Amended)   The method of claim 3, wherein a television program is displayed at [a] <u>said</u> receiver station and said downloadable [executable] code programs said receiver station processor [or computer] to <u>perform one of the group consisting of:</u>

[output] <u>outputting one of</u> video, audio, [or] <u>and</u> text [in the context of] <u>from</u> said television program,

[or to process] <u>processing</u> a viewer reaction to said television program; <u>and</u>

[or to select] <u>selecting</u> information that supplements said television program content.

6.   (Amended)   The method of claim 3, wherein said at least one [or more] control [signals] signal [incorporate some] incorporates at least a portion of said downloadable [executable] code.

7.   (Amended)   A method of controlling a remote intermediate [data] transmitter station to communicate [data] at least one instruct signal to at least one [or more] receiver [stations] station, with said remote intermediate transmitter station including a [broadcast or cablecast] transmitter for transmitting at least one [or more signals] signal which [are] is effective at a receiver station to instruct a [computer or] processor, a plurality of selective [transmission] transfer devices each operatively connected to said [broadcast or cablecast] transmitter [for communicating a unit of data] for receiving said at least one instruct signal from at least one origination transmitter station, a data receiver, a control signal detector, and one of a controller [or] and a computer capable of controlling at least one [or more] of said selective [transmission] transfer devices, and with said remote intermediate transmitter station adapted to detect the presence of at least one [or more] control [signals] signal, to control the communication of [specific] said at least one instruct [signals] signal in response to [detected specific] said at least one control [signals] signal, and to deliver at its [broadcast or cablecast] transmitter said at least one [or more] instruct [signals] signal, said method [of communicating] comprising the steps of:

[(1)]   receiving [an] said at least one instruct signal [to be transmitted by the said remote intermediate data] said at least one origination transmitter station and delivering said at least one instruct signal to [a] at least one origination transmitter, said at least one instruct signal being effective at [a] said receiver station to generate a user specific financial analysis

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[(2)]   receiving <u>at least</u> one [or more] control [signals] signal which at the remote intermediate [data] transmitter station [operate] <u>operates</u> to control the communication of said <u>at least one</u> instruct signal; and

[(3)]   transmitting said <u>at least</u> one [or more] control [signals] <u>signal</u> to said <u>at least one origination</u> transmitter <u>for transmission to said at least one receiver station</u> before a specific time;

<u>wherein said method controls a remote intermediate transmitter station</u>.

8.   (Amended)   The method of claim 7, further comprising the step of embedding a specific one of said <u>at least</u> one [or more] control [signals] <u>signal</u> in <u>one of</u> said <u>at least one</u> instruct signal [or] <u>and</u> in an information transmission containing said <u>at least one</u> instruct signal, before transmitting said <u>at least one</u> instruct signal to said remote <u>intermediate</u> transmitter station.

9.   (Amended)   The method of claim 7, wherein said specific time is a scheduled time of transmitting <u>one of</u> said instruct signal [or] <u>and</u> [some] information associated with said instruct signal, from said remote intermediate [data] transmitter station and said <u>at least</u> one [or more] control [signals] <u>signal</u> [are effective] at said remote intermediate [data] transmitter station [to control] <u>controls at least</u> one [or more] of said plurality of selective [transmission] <u>transfer</u> devices at different times.

10.   (Amended)   A method of processing signals to control a television programming presentation, <u>said method</u> comprising the steps of:

receiving a television signal containing [a unit of] <u>said</u> television programming and communicating said television signal to a storage device;

receiving a first instruct signal [which is] effective to instruct a processor to generate a user specific financial analysis;

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selecting one of:

    (1)   a time at which to communicate said first instruct signal; and

    (2)   a location to which to communicate said first instruct signal;

communicating said first instruct signal at <u>one of</u> said selected time [or] <u>and</u> to said selected location; and

storing said television signal and said first instruct signal at said storage device<u>;</u> <u>wherein said method processes signals to control a television programming presentation.</u>

Please cancel claim 11.

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12.   (Amended)   The method of claim 10, wherein said selected location is in said television signal, said method further comprising the step of storing [some] information at said storage device that evidences <u>at least</u> one [or more of] <u>from the group comprising</u>:

    [(1)]   a title of a television program;

    [(2)]   a proper use of programming;

    [(3)]   a transmission station;

    [(4)]   a receiver station;

    [(5)]   a network;

    [(6)]   a broadcast station;

    [(7)]   a channel on a cable system;

    [(8)]   a time of transmission;

    [(9)]   a identification of an instruct signal;

    [(10)]   <u>one of</u> a source [or] <u>and a</u> supplier of data;

    [(11)]   <u>one of</u> a publication, article, publisher, distributor, [or] <u>and</u> an advertisement; and

[(12)] an indication of copyright.

13. (Amended) The method of claim 10, said method further comprising the steps of:

selecting one from the group consisting of:

(1) a datum that identifies a unit of computer software in said television signal;

(2) a datum that specifies [some of a way] a process to instruct receiver end equipment what specific [programing] programming to one of select, [to] play, [or] and record other than that immediately [at hand], how to load [it] said specific programming on one of player [or] and recorder equipment, when and how to one of play [it or] and record [it] said specific programming other than immediately, how to modify [it] said specific programming, what equipment or channel [or channels] to transmit [it] said specific programming on, when to transmit [it] said specific programming, and how and where to one of file, [it or] refile, [it or] and dispose of [it] said specific programming;

(3) a datum that designates an addressed apparatus;

(4) a datum that specifies one of where, when, [or] and how to locate a signal;

(5) a datum that informs a processor [of a fashion] for identifying and processing a signal;

(6) a datum that is part of a decryption code;

(7) a comparison datum that designates a communication schedule; and

embedding said selected one datum in said television signal.

14. (Amended) The method of claim 10, further comprising the steps of: selecting a second instruct signal, said second instruct signal being one from the group consisting of:

(1) a switch control signal <u>that controls a switch</u>;

(2) a timing control signal that controls with respect to a time;

(3) a locating control signal that designates a location;

(4) an instruct-to-contact signal that designates a remote receiver station;

(5) an instruct-to-transfer signal that designates a unit of [broadcast or cablecast] information programming;

(6) an instruct-to-delay signal that designates a unit of [broadcast or cablecast] <u>information</u> programming;

(7) <u>one of</u> an instruct-to-decrypt [or] <u>and an</u> instruct-to-interrupt signal that designates a unit of programming and <u>one of</u> a [way] <u>method</u> to decrypt [or] <u>and</u> interrupt<u>, respectively</u>;

(8) an instruct-to-enable or instruct-to-disable signal that designates an apparatus;

(9) an instruct-to-record signal that designates a broadcast or cablecast program;

(10) an instruction signal that controls a multimedia presentation;

(11) an instruction signal that governs a [broadcast or cablecast] <u>information</u> receiver station environment;

(12) an instruct-to-power-on signal that designates a receiver;

(13) an instruct-to-tune signal that designates a receiver or a frequency;

(14) an instruct-to-coordinate signal that designates two apparatus;

(15) an instruct-to-compare signal that designates <u>one of</u> a news transmission [or] <u>and</u> a computer input;

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(16)   an identifier signal that causes a computer to instruct a plurality of
tuners each to tune to [a broadcast or cablecast] an information
transmission;

(17),   an instruct-to-coordinate signal that designates at least two units of
multimedia information and one of: (1) an output time and (2) an output
place;

(18)   an instruct-to-generate signal that designates an output datum;

(19)   an instruct-to-transmit signal that designates a computer output;

(20)   an instruct-to-overlay signal that designates a television image;

(21)   an instruct-that-if signal that designates a function to perform if a
predetermined condition exists;

(22)   an instruct-to-enable-and-deliver signal that designates information
that supplements a television program;

(23)   an instruct-to-transmit signal that designates a computer peripheral
storage device;

(24)   a code signal that designates a datum to remove or embed; and

(25)   a signal addressed to a receiver station apparatus; and
embedding said selected second instruct signal in said television signal.

15.   (Amended) [An interactive] A method for information delivery for use
with an interactive mass medium program output apparatus comprising the steps of:

   outputting a mass medium program that one of contains [or] and explains at
least one receiver specific datum, said interactive mass medium program output
apparatus having an input device to receive input from a subscriber;

   prompting said subscriber during said mass medium program for input [in
respect of said information], said interactive mass medium program output apparatus
having an output device for outputting said information;

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receiving a reply from said subscriber at said input device in response to said

step of prompting said subscriber, said interactive mass medium program output

apparatus having a transmitter for communicating information to a remote station;

communicating said reply to a remote [site] <u>station,</u> said interactive mass

medium <u>program</u> output apparatus and said remote [site] <u>station</u> comprising a network

having a plurality of transmitter stations;

generating, in said network, a [message] <u>user specific financial analysis</u> which is

[effective at] <u>to be output at</u> said interactive mass medium program output apparatus

[to output a user specific financial analysis], said interactive mass medium program

output apparatus having a receiver for receiving [a signal] <u>at least a portion of said user</u>

<u>specific financial analysis</u> from [a] <u>said</u> remote station;

delivering specific combined medium programming at said output device on the

basis of said [message] <u>user specific financial analysis.</u>

Please add the following new claims:

16. The method of claim 10, further comprising the step of embedding said

first instruct signal in said television signal.

17. The method of claim 10, further comprising the step of embedding a code

in said television programming that enables one of a computer and a controller to

control a presentation of said television programming in accordance with said first

instruct signal.

18. The method of claim 10, further comprising the step of communicating a

program unit identification code to said storage device and storing said program

identification code at a storage location associated with said television programming.

19.   The method of claim 10, further comprising the step of communicating to and storing at said storage device information to evidence one of an availability and use of said television programming at a user station.

20.   The method of claim 10, further comprising the step of communicating to and storing at said storage device a second instruct signal effective at a user station to generate output to be associated with said television programming.

21.   The method of claim 10, further comprising the step of communicating to and storing at said storage device a second instruct signal effective to generate output to be associated with one of a product, service, and an information presentation.

22.   The method of claim 10, further comprising the step of communicating to and storing at said storage device a second instruct signal effective to display one of a combined and a sequential presentation of a mass medium program and a user specific datum.

23.   The method of claim 10, further comprising the step of communicating to and storing at said storage device a second instruct signal effective to process a user reaction to said television programming.

24.   The method of claim 10, further comprising the step of communicating to and storing at said storage device a second instruct signal effective to one of communicate to a remote station a query in respect of information to be associated with said television programming, and to enable display of said television programming.